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ABSTRACT

Brief annotations are provided to material on the educational implications of Cable television (CATV). The material covered consists of articles, position papers, conference proceedings, government statements, and legal documents, published between 1967 and 1971. The material is divided into four sections: status and status and future of CATV (32 citations); regulation of CATV (55 citations); CATV and education (46 citations), and CATV and socio-cultural concerns (23 citations). (JK)

ED 059607

ANNOTATED BIBLIOGRAPHY ON THE EDUCATIONAL IMPLICATIONS OF CABLE TELEVISION (CATV)

by
Michael Molenda

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School of Education
University of North Carolina at Greensboro

January, 1972

EM 009 603

I. STATUS AND FUTURE OF CATV

Arthur D. Little, Inc. The Broadband Communications Network Project: Scope of Phase I Work. Cambridge, Mass.: Arthur D. Little, Inc., 1971.

Briefly reports in general terms the findings of a market study aimed at determining the potential demand for certain special services that might be offered via a broadband communications (cable) network.

_____. Broadband Communications Network Project: Phase II. Cambridge, Mass.: Arthur D. Little, Inc., July 23, 1971.

Details plans to develop engineering and business plans for implementation of a pilot project in which experimental special services will be made available to subscribers in a CATV system.

Belt, Forest H. "Television: 20 Years from Now," Electronics World, January, 1970, pp. 25-29.

A contributing editor of this technical journal sees CATV as the nucleus of the television system of 1990.

Electronic Industries Association. The IED/EIA Response to the Federal Communications Commission Docket 18397, Part V: The Future of Broadband Communications. Washington, DC: the Association, October 29, 1969.

A landmark attempt to assess the long-range role of broadband communications (cable) in American national life. Considers social, technical, economic, and regulatory implications. Ralph Lee Smith calls it "the best thing in its field" and regards it as politically significant in that it "breaks ranks with both the broadcasters and the cable TV industry...(and calls for) an immediate national commitment to wire the country." 41 pages.

"FCC Bones Up on Cable TV," NAEB Newsletter, March 22, 1971, p. 1.

Reports the National Association of Educational Broadcasters' testimony before the FCC's novel series of panel discussions held during the Spring of 1971.

Felty, Walter C. "Another View of 1984," Audiovisual Instruction, XVI (May, 1971), 83-84.

An imaginative glimpse at the home communications center in 1984; it is based around a wired TV system.

"Financial Community Cautious in Approach to Financing 'Wired Nation' in Next Decade," CATV, July 5, 1971, p. 5.

An NCTA Financial Seminar predicts difficulty in raising the $10-15 billion needed for CATV to reach its goal of 60% saturation of all homes within ten years.

Hill, Roger W. "ITV & CATV: A Natural Marriage," Audiovisual Instruction, XIII (December, 1968), 1062-1063.

Points out potential of CATV systems as outlets for ITV programming and as means of school interconnection. Lists major educational provisos which should be included in local franchises.

_____. Bibliography for Cable TV. Stony Brook, N.Y.: Suffolk County Organization for the Promotion of Education (SCOPE), n.d.

Lists approximately 165 references, primarily articles appearing in general, educational, business, technical, and legal publications between 1963 and 1969.

Huston, Robert H. "The NAB's Secret Plan to Kill CATV," Cable News, July 2, 1971, p. 38.

An "inside" report on a special meeting of the National Association of Broadcasters' government liaison group. Suggests strong anti-cable lobbying in Congress by broadcasters.

Kriegsman, Alan M. "Cable Television...Public Interest," Washington Post, August 3, 1971.

Reports the formation of Publicable, a coalition dedicated to protecting educational and public interests in CATV development. Also describes the American Civil Liberties Union's proposals to impose common carrier status on cable TV systems.

Kronenberger, John. "Cable: Shape of Things to Come?" Look, September 7, 1971, p. 66.

A popular account of new developments in CATV, such as leasing of channels, facsimile reproduction, and two-way communication.

Licklider, J.C.R. "Televistas: Looking Ahead Through Side Windows," in Public Television: A Program for Action, by the Carnegie Commission on Educational Television. New York: Bantam Books, 1967. pp. 201-225.

An early, widely-quoted discussion of "what educational television might do...if it could afford to present a much wider range of programs, direct its services to small and highly selected audiences, and even engage in two-way communication." CATV is not stressed, but the special capabilities of cable are implicit in the thinking throughout.

Little, Stuart W. "CATV: The Big Growth Industry in Broadcasting," Saturday Review, October 12, 1968, pp. 79-81.

Outlines recent developments in CATV which lend credence to its billion dollar business aspirations.

Niemi, John A. "The Davey Report: Whither Cablecasting?" Educational/ Instructional Broadcasting, March, 1971, p. 33.

Reviews the findings of the Davey Report, a study of media in Canada by a special committee of the Canadian Senate. CATV findings stressed.

Norwood, Frank W. "The Future of Cable Communications," in The Schools and Cable Television by the Division of Educational Technology, National Education Association. Washington, DC: the Association, 1971. Pp. 15-21.

Discusses new services, such as computer-controlled two-way communication and individual addressing, which are already being implemented experimentally.

"On the Brink with Cable TV," Broadcasting, LXXXI (July 5, 1971), 16-21.

Broadcasters' viewpoint on the status of CATV on the eve of the 1971 convention of the National Cable Television Association.

Park, Rolla Edward. Future Growth of Cable Television. Santa Monica, Cal.: the RAND Corporation, December, 1970.

An application of a mathematical "logistic growth curve" to estimate future penetration of CATV subscription. Reported more fully in the author's Potential Impact of Cable Growth on Television Broadcasting.

_____. Potential Impact of Cable Growth on Television Broadcasting. A report prepared under a grant from the Ford Foundation. Santa Monica, Cal.: the RAND Corporation, October, 1970.

Findings are based on a computerized "impact model" of interactions among broadcast stations and CATV systems. Major findings: (1) CATV will ultimately penetrate 40-45% of U.S. households, (2) penetration tends to vary with carriage of distant signals, (3) audience fragmentation will lead to decreased advertising revenues (18% average decrease), which may well be reflected in decreased local programming by broadcast stations. 80 pages.

"Proposals for U.S. Systems Described," Aviation Week and Space Technology, August 23, 1971, p. 39.

Thumbnail descriptions of the eight proposals received by the FCC for construction of U.S. domestic satellite systems. It is envisioned that more than one system will be permitted to operate. Of the eight proposals, the Hughes Aircraft satellites would be designed to interconnect CATV systems

Shayon, Robert Lewis. "Signals: One, Two, Three," Saturday Review, December 6, 1969, p. 75.

Assesses the status of CATV in the light of the FCC's First Report and Order, the report of the Task Force on Communications Policy, and continuing uncertainty over copyright issues.

Shecter, Leonard. "You're Gonna Pay, Baby," Look, September 7, 1971, pp. 42-45.

Warns that sports events carried on television will eventually be subsumed into some form of pay-TV. Cites recent mergers of sports and cable business.

Singer, Arthur L., Jr. Issues for Study in Cable Communications. New York: Alfred P. Sloan Foundation, September, 1970.

A booklet outlining the issue clusters which were set forth as guidelines for the Sloan Foundation's Commission on Cable Communications. The Commission conducted a major study of CATV during 1970-71.

Slattery, William J. "Do You Know What's Going To Happen to Cable TV?" TV Guide, April 3, 1971, pp. 8-14.

An interview with TelePrompter's Irving Kahn in which Kahn emphasizes that CATV's economic base is in subscription fees, not advertising sales.

_____. "Cable Comes to Town," TV Guide, April 10, 1971, pp. 35-40.

An interview with Charles F. Dolan of Sterling Manhattan Cable in which Dolan's views are contrasted with those of Irving Kahn in an earlier interview.

Sucherman, Stuart. "Cable TV: the endangered revolution," Columbia Journalism Review X (May-June, 1971), 13-20.

An overview of regulatory issues and public interest concerns arising out of CATV growth. Focuses on local franchising problems and the mergers and machinations of TelePrompter Corporation, the largest cable operator in the U.S.

Television Factbook. (41st ed.) Washington, D.C.: Television Digest, Inc., 1971.

An annual authoritative compilation of technical and financial data on broadcast and cable television, radio, and the allied electronics industry. The "services" volumes contains a directory of CATV systems plus state-of-the-industry statistics.

Thompson, John P. A Program To Implement New Communication Services. Cambridge, Mass.: Arthur D. Little, Inc., May 1, 1970.

A prospectus for the Arthur D. Little, Inc., Broadband Communications Network Project. Describes the three-phase project and solicits participation in a development consortium.

_____. The Optimum Cable Telecommunications System. A Paper presented at the 20th Annual NCTA Conference, July 7, 1971. Cambridge, Mass.: Arthur D. Little, Inc., 1971.

Describes the technical specification of an ideal CATV system--"a 6-megahertz, fully-switched, limited, color video and voice network." The assumption is that this is the type of system to be pilot tested in the Broadband Communications Network Project.

"To Wire a Nation," Time, June 1, 1970, pp. 66-71.

Criticizes the roadblocks erected by broadcasters and others to block full flowering of CATV. (Does not mention the substantial Time-Life financial interests in CATV.)

Weaver, Sylvester L., Jr. Untitled presentation to the Children's Television Workshop Planning Conference, Suffern, N.Y., April 23-24, 1971.

A paean on the promise of cable for serving widely diversified minority tastes in TV programming.

"The White House CATV Committee: Roadblock, Study Group or Moving Force," CATV, July 5, 1971, p. 10-12, 73-74.

An interview with Clay T. Whitehead, director of the Office of Telecommunications Policy (OTP) and chairman of the White House committee studying long-range policy on CATV.

"The Year in Review," NCTA Convention Daily, July 7, 1971. (Published by CATV magazine.)

A review of significant events in the CATV industry between June, 1970 and June, 1971. FCC activities, copyright revision, the Public Dividend Plan, industry mergers, and continued uncertainty about the future are highlighted.

II. REGULATION OF CATV

"AECT Board of Directors' Position on Cable Television," Audiovisual Instruction XVI (June/July, 1971), 105.

A brief statement composed of five recommendations to the FCC.

Alpert, Arthur. "Crossed Wires: Cable TV and the Public Interest," Washington Monthly I (July, 1969), 35-46.

Proposes that the FCC prohibit the sale of time to advertisers on locally orginated cable TV channels to avoid CATV's becoming a marketing tool catering solely to mass audiences. Sees pay-TV and common carrier status as mechanisms for encouraging program diversity.

American Civil Liberties Union (ACLU), Illinois Division. Soapbox Television: Model Code of Regulations, Cable Television--Broadband Communications. Prepared by Jerrold Oppenheim. Chicago: ACLU, Illinois Div.; June, 1971.

A popularized, non-technical discussion of the potentials of CATV and the present and future economics of the system. Points out shortcomings of current municipal regulation; urges public utility regulation of cable and open access for local community voices. Includes extensive references. 29 pages.

Barnett, Harold J., and Greenberg, Edward. "Regulating CATV Systems: An Analysis of FCC Policy and an Alternative," Law and Contemporary Problems XXXIV (Summer, 1969), 562-585.

Reviews past FCC regulation of CATV and advocates a new policy that would permit CATV to develop rather freely. Such a policy would increase the number of programs available to viewers. To be avoided are collusory agreements and cross-media ownership between the broadcasting and cable industries.

Barrow, Roscoe L., and Manelli, Daniel J. "Communications Technology--A Forecast of Change (Part I)," Law and Contemporary Problems XXXIV (Spring, 1969), 205-243.

Begins with a primer on existing uses of the electromagnetic spectrum. Proceeds to describe and review the legal restrictions on new "technological innovations in electronic communications," including satellites, lasers, computers, video recording, subscription TV, and cable TV.

_____. "Communications Technology--A Forecast of Change (Part II)," Law and Contemporary Problems XXXIV (Summer 1969), 431-451.

The second of two articles begins with an analysis of the major public-interest goals in the communications field--reasonable rates, reasonable access, and diversity of program services. In order to increase citizen access to the widest variety of information inputs, it is proposed that "the configuration of the telecommunications network of the future should be determined largely by competitive evolution rather than by imposed regulatory decisions which protect the established system..."

Bryan, Milt. "FCC--Pawn or Prince?" CATV, July 5, 1971, p. 17.

Raises the question of whether or not the President is applying pressure to the FCC to delay action on favorable CATV regulation.

Burch, Dean. "Cable Television: Growth and Future Evolution." A statement before the Communications Subcommittee of the Senate Commerce Committee. Washington, D.C.: Federal Communications Commission, June 15, 1971.

The chairman of the FCC describes "the general shape of the alternatives we have been considering" regarding definitive CATV regulation. Presages the points spelled out in the August 5, 1971 "letter of intent."

_____. Letter to the Chairman of the Senate Communications Subcommittee (FCC Document 71-787). Washington, D.C.: Federal Communications Commission, August 5, 1971.

A summary of the FCC's "proposals for the near-term regulation of cable television." Contains four main subdivisions: (a) broadcast TV signal carriage, (b) use of nonbroadcast cable channels, (c) technical standards, and (d) division of regulatory jurisdiction.

"Cable-Education of OTP," Television Digest, August 16, 1971, p. 4.

Article briefly describes early stages of the Office of Telecommunications Policy's staff study of long-range policies for cable TV.

"Cable Television: At the Watershed, Remarks of Commissioner Nicholas Johnson," CATV, July 5, 1971, pp. 39-40.

Edited version of FCC Commisioner Johnson's remarks before the Senate Communications Subcommittee on June 15, 1971. Criticizes the selfish position of the broadcasting industry and rejects the "private weekend agreement" made between NAB and NCTA.

Canadian Radio-Television Commission (CRTC). Cable Television in Canada. Ottawa, Canada; January, 1971.

A background information booklet on CATV in Canada. Discusses the regulatory history of cable television in Canada and the United States. Emphasis is on the peculiar problems which CATV poses regarding the economic viability of the total Canadian broadcasting system. Incorporates earlier CRTC public announcements on cable television and a bibliography. 42 pages.

Canadian Radio-Television Commission (CRTC). The Integration of Cable Television in the Canadian Broadcasting System. Ottawa, Canada, February 26, 1971. (Mimeographed.)

Analyzes the problems posed by CATV relative to broadcast television interests. Outlines issues and alternative solutions,"not proposed regulations." Intended to stimulate comments at the subsequent public hearings. 30 pages.

Canadian Radio-Television Commission (CRTC). Canadian Broadcasting "A Single System." Ottawa, Canada; July 16, 1971. (Mimeographed.)

This, the CRTC's policy statement on cable television, represents the culmination of a series of previous public hearings and policy guideline documents. It outlines the regulations under which CATV will be integrated into the overall Canadian broadcasting system. Key points include federal licensing of CATV systems, specific priorities for broadcast signals to be carried, payments to broadcasters for programs carried, and other steps which tend to encourage development of local services and discourage reliance on importation of U.S. programming. 41 pages.

City of New York and Sterling Information Services, Ltd. Contract, Granting said company the franchise and right to install, operate and maintain a community antenna television system in the southern half of the Borough of Manhattan. August 18, 1970.

The contract includes, among other provisions: (a) an annual fee of 5% of gross receipts, (b) free service to public schools, (c) reservation of two channels for the City, (d) provision of two "public" channels to be leased on a first-come, first-served basis, (e) eventual capability to transmit simultaneously to ten discrete subdistricts.

Committee on Corporations, Authorities, and Commissions: New York State Assembly. Cable Television, A Public Service--A State Concern. Albany, N. Y.: the Committee, April 15, 1970.

The preliminary report of the "Kelly Committee" reviews the status of federal and state CATV regulation and recommends that the Committee undertake further study for the purpose of establishing state regulatory authority over CATV.

"Common Carrier Status Sought for Cable TV," ADA World, September, 1971, p. 13.

A brief notice reporting the Americans for Democratic Action's testimony before the FCC in favor of common carrier status for CATV.

Community Antenna Television (CATV). Information Bulletin 22-D of the Federal Communications Commission, November, 1970.

An FCC summary of the evolution of its regulatory policies toward cable television. 16 pages.

Educational Provisos: Cable TV (CATV) Ordinance Town of Huntington, Long Island, New York. Stony Brook, N.Y.: Suffolk County Organization for the Promotion of Education (SCOPE), n.d. (Mimeographed reprint.)

Considered by SCOPE to be a "model franchise" regarding its provisions for service, facilities, and channel access to public schools.

Emery, Walter B. Broadcasting and Government: Responsibilities and Regulations. East Lansing, Mich.: Michigan State University, 1971.

A comprehensive textbook on the legislative and regulatory history of U.S. radio-television law, and an analysis of current regulations. CATV regulations are included.

"FCC Announces New Cable Policies," JCET News, III (August, 1971), 1-9.

A special issue of JCET's membership newsletter, devoted to a digest and analysis of the FCC's August 5, 1971 statement on proposed CATV regulations.

Federal Communications Commission. First Report and Order, Docket No. 18397. Washington, D.C.; released October 27, 1969.

Orders that (a) CATV systems with over 3500 subscribers are required to originate programs; others may do so, (b) cable operators may sell advertising, and (c) cable operators must comply with the "fairness doctrine."

Feldman, Nathaniel E. Cable Television and Satellites. Santa Monica, Cal.: the RAND Corp., August, 1969.

Proposes the use of satellite transmission to cable TV head ends (rather than direct-to-homes) as a means of distributing non-broadcast and educational TV programming.

The Ford Foundation. Comments of the Ford Foundation in Response to the Commission's Notice of Proposed Rule Making, Docket No. 18892. New York: The Ford Foundation, December 7, 1970.

Recommends strong federal regulation of CATV and urges that nonprofit agencies be encouraged to operate a significant number of cable franchises. Other recommendations concern limiting the number of years for which franchises are granted, assuring equitable service to all residents within a CATV area, limitation of franchise fees, and public access to program origination. 32 pages.

Green, Mark J., Project Director and Ed. The Closed Enterprise System: The Nader Study Group Report on Antitrust Enforcement. Vols. I and II. Washington, D.C.: Center for the Study of Responsive Law, June, 1971.

In a chapter devoted to the shortcomings of the FCC, the Nader Study Group criticizes the growing concentration of media control and the dominance of the three commercial networks. It envisions CATV as a potential alternative to oligopolistic hegemony. It argues that the FCC's protectionism toward "free" TV is unwarranted in that viewers pay indirectly for advertiser-supported programs.

Hudson, Robert B. "Report of the President's Task Force on Communications Policy," Audiovisual Instruction XIV (October 1969), 61-64.

Highlights the major recommendations of the Task Force, with special attention to its advocacy of domestic satellite service and CATV.

Hult, John L. Broadcast Opportunities with Satellites and CATV, and Their Control in the Public Interest. Santa Monica, Cal.: the RAND Corp., March, 1970.

Explores a variety of services potentially available through interface of CATV and satellite systems. Compares their approximate relative costs and suggests regulatory policies.

Johnson, Leland L. The Future of Cable Television: Some Problems of Federal Regulation. A report prepared under a grant from the Ford Foundation. Santa Monica, Cal.: the RAND Corp., January, 1970.

A significant objective examination of the major policy questions on which broadcasting and cable interests disagree most sharply--distant signal importation, selling advertising, leasing channels on a common carrier basis, and compensation to broadcasters for cable's use of their programs. 87 pages.

_____. Cable Television and the Question of Protecting Local Broadcasting. A report prepared under a grant from the Markle Foundation. Santa Monica, Cal.: the RAND Corp., October, 1970.

A reaction to the FCC's "Public Dividend Plan," suggesting certain variations from the Commission's proposals for balancing broadcast and cable interests.

Joint Council on Educational Telecommunications (JCET). Comments of the Joint Council on Educational Telecommunications (Regarding FCC Docket No. 18397). Washington, D.C.: JCET, 1969. (Mimeographed.)

As the principal spokesman for schools, higher education, and educational broadcasters, JCET voices support for the unshackling of CATV and proposes that 20% of the channel capacity of all cable systems be reserved for non-profit educational and public service uses. 22 pages.

Joint Council on Educational Telecommunications (JCET). JCET Data Base: CATV. Washington, D.C.: JCET, September, 1968.

One of the first attempts to call attention to the potential of CATV for education. Summarizes the development of the industry and describes specific applications for educational institutions. Includes the findings of an NCTA survey of existing educational programming over cable systems. 4 pages.

Joint Council on Educational Telecommunications (JCET). Twenty Percent of System Capacity--The JCET Position on CATV. Washington, D.C.: JCET, June, 1971.

A position paper advocating that a minimum of 20% of cable system capacity be available for local noncommercial educational and public service use.

Kittross, John M. "The Federal Communications Commission: Neither Fish Nor Fowl," Journal of Broadcasting XI (Spring, 1967), 95-96.

Discusses historical forces which have limited the FCC's ability to operate strongly and independently.

Kohlmeier, Louis M., Jr. "The Regulatory Agencies: What Should Be Done?" Washington Monthly I (August, 1969), 42-59.

Advocates abolition of the "independent regulatory agencies" and redistribution of their powers to the legislative, executive, and judicial branches.

Mayor's Advisory Task Force on CATV and Telecommunications. A Report on Cable Television and Cable Telecommunications in New York City. New York: the Task Force, September 14, 1968.

A lengthy attempt to delineate desiderata for CATV franchises to be granted by New York City. Many of the Task Force's recommendations are reflected in the franchises subsequently granted to Sterling Manhattan and TelePrompter.

National Cable Television Association (NCTA), Washington, D. C. NCTA Adopts Educational Telecommunications Policy. Press release, April 29, 1969.

The cable TV industry endorses, in principle, the efforts of the National Education Association (NEA) and the Joint Council on Educational Telecommunications (JCET) to have one or more cable channels reserved for use by educational institutions.

New York State Educational Communications Association (NYSECA). Comments of NYSECA Before the FCC (Regarding Docket No. 18397-A.) September 27, 1970.

Supports a variation of the FCC's Public Dividend Plan, which would allocate 5% of CATV subscription revenues to public broadcasting.

Office of Telecommunications Policy (OTP), Executive Office of the President. Cable Television: Long-Term Policy Issues. August 10, 1971. (Mimeographed.)

A single page outlining the six major clusters of issues to be examined in OTP's study of long-range CATV policy: public impact, industry structure, access, copyright, impact on existing media, and regulatory framework.

Oppenheim, Jerrold N. "Cable Television: Channels for Dissent," Civil Liberties, Number 282, December, 1971.

Reflects the American Civil Liberties Union's (ACLU) concerns that cable TV develop "with proper regard for the civil liberties values of free speech, privacy, and the citizen's right to know what his government is doing." Recommends the model regulatory code developed by the Illinois Division of ACLU which calls for: public utility status, channel capacity kept ahead of demand, ensuring privacy against monitoring, and a franchising process open to public view.

Oppenheim, Jerrold N. "Cable TV Comes to Clout City," Chicago Journalism Review, August, 1971, pp. 3-14.

Warns that "politics and greed cloud the picture" as Chicago begins the process of awarding cable TV franchises.

Ordinance...relating to community antenna television systems. Preliminary draft of a proposed ordinance prepared by Harry G. Slater, Deputy City Attorney, Milwaukee, Wisconsin. July 1, 1971. (Mimeographed.)

Some of the provisions include: (1) an annual fee of 10% of gross revenues, (2) minimum of 24-channel capacity, (3) reservation of one-fourth of all channels to the City, (4) free service to schools and other public institutions, (5) first-come, first-served access to Public channels.

Park, Rolla Edward. Cable Television and UHF Broadcasting. A report prepared under a grant from the Markle Foundation. Santa Monica, Cal.: the RAND Corporation, January, 1971.

Reports the results of a computer simulation of the effects of CATV on UHF stations. The general finding is that non-network UHF stations will be helped, not hurt, by carriage of their signal on cable.

"Position Paper on Community Antenna Television," Audiovisual Instruction, XVI (November, 1971), 56-65.

A position paper adopted by the Association for Educational Communications and Technology (AECT), the major professional association for the audio-visual education field. Takes a stand in favor of the FCC's "Public Dividend Plan" and the FCC's proposal that 20% of channel capacity of all CATV systems be reserved for educational purposes. Includes a detailed review of the backgrounds of these issues.

Posner, Richard A. Cable Television: the Problem of Local Monopoly. A report prepared under a grant from the Ford Foundation. Santa Monica, Cal.: the RAND Corporation, May, 1970.

Discusses the advantages and disadvantages of various alternative methods of granting local CATV franchises.

President's Task Force on Communications Policy. Final Report. Washington, D.C.: U.S. Government Printing Office, December 7, 1968.

In Chapter Seven, "Future Opportunities for Television," CATV is seen as a promising means of achieving the national goals of diversity and localism in communications. Urges lifting of undue restrictions on the growth of CATV.

Public Service Commission, State of New York. Regulation of Cable Television by the State of New York. A report to the Commission by Commissioner William K. Jones. Albany, N. Y.: the Commission, December, 1970.

Begins with a lengthy review of federal, state, and local regulation of broadcasting and CATV. Examines issues arising in the areas of education, consumer protection, and civil liberties. Describes potential CATV services. Makes detailed recommendations for regulation under the New York State Public Service Commission. 217 pages.

Rostow, Eugene V. "A Communication Policy for the 70's," Television Quarterly VIII (Spring, 1969), 47-56.

Presents a personal viewpoint on communications policy based on the author's experience as a member of the President's Task Force on Communications Policy. Favors fuller development of CATV. Advocates creation of a strengthened executive agency to make communications policy.

Schiller, Herbert I. "The Mass Media and the Public Interest," in Television Today: the End of Communication and the Death of Community edited by Ralph L. Stavins. Washington, D.C.: Communication Service Corp., 1971. Pp. 57-70.

Pleads that, in order to serve the overall public interest, mass media must be structured to serve the needs of minorities.

Shayon, Robert Lewis. "Ruling the Rule-Makers," Saturday Review. June 19, 1971, p. 16.

Looking forward to the June 15, 1971 Senate hearing on CATV regulation, chides Congress and the White House for persistently intervening in and delaying the FCC's attempts to settle the cable issue.

Shayon, Robert Lewis. "What's at Stake," Saturday Review, June 21, 1969.

Reports on JCET's testimony before a House Subcommittee urging that 20% of CATV channel capacity be reserved for educational and public service use.

Simon, John W. "The Federal Communications Commission and Cable Television: A Regulatory History, 1965-1969." Unpublished paper, submitted at Syracuse University, January 31, 1970; revised November 2, 1970.

An interpretive study of the FCC's variegated CATV regulations; emphasizes the informal influences on decision-making by broadcasting and cable interest groups.

Smith, Ralph Lee. "The Wired Nation," The Nation CCX (May 18, 1970), 582-606.

Comprising a special issue of The Nation, Smith's broad-ranging study incorporates a basic primer on CATV and a lively "battle report of the forces and interests that are already besieging it." Considered a landmark in arousing public consciousness of the potentials of and threats to the full development of CATV.

Stambler, Arthur. "Some Comments of New FCC CATV Rules Currently 'In The Works,' Cable News, July 9, 1971, pp. 30-32.

Interprets to the CATV industry the regulations proposed by Dean Burch on June 15, 1971.

Suffolk County Organization for the Promotion of Education (SCOPE). Comments of SCOPE Before the FCC (Regarding Docket No. 18397-A.) October 5, 1970.

SCOPE apprises the FCC of its experiences in securing education provisos in CATV franchises on Long Island. Also proposes an alternative plan for allocating "Public Dividend Plan" funds to public schools.

Trebing, Harry M. "Common Carrier Regulation--The Silent Crisis," Law and Contemporary Problems XXXIV (Spring, 1969), 299-329.

Examines a variety of problems which have arisen in the field of common carrier regulation. Peripheral attention is given to the question of CATV access to telephone facilities.

Verrill, Charles O., Jr. "CATV's Emerging Role: Cablecaster or Common Carier?" Law and Contemporary Problems XXXIV (Summer, 1969), 586-609.

Includes a thorough review of CATV regulation and the forces that helped shape emerging FCC policy. Concludes with the recommendation that CATV be designated a common carrier, separating the program creation function from the transmission function.

III. CATV AND EDUCATION

Bender, Tom. "Electronic Kindergarden," Radical Software, Number 4 (Summer, 1971), 16.

An exploration into the potentials of video tape to enable the child to gain self-knowledge and to "develop his own physical, intellectual, emotional, and psychic environment as a form of art as well as just experience."

Billowes, Colin A. "On-Demand Educational Television Program Retrieval System for Schools," Proceedings of the IEEE LIX (June, 1971), 998-1000.

Describes an Ottawa, Canada, project in which films were displayed in school classrooms by means of a cable transmission system. The films were requested by telephone from a central bank.

Bitzer, Donald L., and Johnson, Roger L. "PLATO: A Computer-Based System Used in the Engineering of Education," Proceedings of the IEEE LIX (June, 1971), 960-968.

The continuing PLATO computer-assisted-instruction project at the University of Illinois is now in its third "generation" of software development. This system, using a TV monitor for display and a keyboard for input, appears to be readily adaptable to a home CATV-type application.

Bosen, Shirley E. "A Video Dial Select System That Works," Educational Television III (September, 1971), 9-11.

A description of the recently installed remote access information retrieval system at Fullerton, California Junior College. From 32 carrels students have individual access to color video tape, film, slide, and filmstrip programs.

Bratton, Barry. "Cable Communications in Education." Unpublished paper, submitted to Dr. Erling Jorgensen, Michigan State University, June 6, 1971. (Typewritten.)

Examines potential applications of the broadband communications network (BCN) concept to the Michigan State University campus. Incorporates audio, video, facsimile, and computer data transmission. Considers limitations of current hardware and "philosophical" questions.

Bretz, Rudy. Television and Ghetto Education: the Chicago Schools Approach. Santa Monica, Cal.: the RAND Corp., June, 1969.

Uses an experimental project in Chicago as an example of how instructional television might be used more efficiently by being transmitted within decentralized modules rather than being broadcast district-wide. In a ghetto area of Chicago a cluster of five elementary schools were interconnected into a closed-circuit TV system. Bretz reports on the operational details, costs, and implications of such a modular system. 17 pages.

Bunderson, C.V. "Some Notes on Instructional Design and Development for Computer-Assited Instruction, with Implications for CTW Planning." A paper presented at Children's Television Workshop Planning Conference, Suffern, N.Y., April 23-24, 1971. (Mimeographed.)

Based on his experiences with CAI, the author suggests a type of team approach to instructional design.

"Cable Television: Are You Wired In?" Audio cassette tape of a group discussion at the Annual Convention of the Association for Educational Communications and Technology, Philadelphia, Pa., March 25, 1971. Washington, D.C.: AECT, 1971.

John Battram of Wisconsin State University at Whitewater and Roger Hill of SCOPE, Long Island, New York, present different perspectives on the process of securing educational provisions in local CATV franchises.

"Cable TV--Protecting Its Future in Education," an occasional paper, Interpretations series. Washington, D. C.: Association for Supervision and Curriculum Development, November, 1971.

An "alert and push for a mobilization" directed to instructional personnel in the schools. Describes potential educational services available through CATV; urges immediate action at national and local level to ensure the future availability of channels for educational purposes. Suggests plans for local action. Overall it is an excellent summary of the position in which educators find themselves regarding CATV. 8 pages.

"CATV as an Investor of Education: An NCTA Survey," in the Hearings Before the Subcommittee on Communications of the Committee on Commerce, U.S. Senate, 90th Congress. Washington, D.C., 1967, pp. 678-681.

A report of the findings of a mail questionnaire survey undertaken by the National Cable Television Association of its member cable TV systems. Of the 416 systems responding, 72% provided ETV programs to schools; about 11% provided channels for locally-originated instructional programs.

"CATV Via Satellite Proposed," Audiovisual Instruction XIV (October, 1969), 108.

A report on a session of the 1969 NCTA annual convention in which NCTA and COMSAT presented a proposal for a domestic satellite system primarily to interconnect cable TV systems. Frank Norwood of JCET criticized the proposal for its failure to consider the realities and needs of educational broadcasting.

Callais, R. T., and Durfee, E. W. The Subscriber Response System. An advertising brochure. Culver City, Cal.: Hughes Aircraft Company, n.d.

Technical description of a computer-controlled system which would allow two-way digital communication between a CATV center and a home subscriber. Hughes Aircraft has developed prototype home terminal and associated hardware.

Carpenter, C.R. "Toward a Developed Technology of Instruction 1980," in Campus 1980 edited by Alvin C. Eurich. New York: Delta Books, 1968, pp. 236-254.

An essay discussing the facilities, organizational structure, and philosophy needed to optimally use technology in education.

"CCTV Seen as Answer to School Segregation." Now Available, the Newsletter from the Clearinghouse on Educational Media and Technology (Stanford, California), Number 19, September, 1971.

A brief editorial criticizing the actions of a district judge in ruling that white children and black children communicating via closed-circuit TV was an acceptable approach to school desegration.

Commission on Instructional Technology. To Improve Learning. A report to the U.S. House Committee on Education and Labor. Washington, D.C.: U.S. Government Printing Office, 1970.

A potpourri of data, opinions, and recommendations related to the general theme of applying technology to instruction. One pervasive viewpoint is that "one-shot injections of a single technological medium are ineffective;" for technology to make a difference the whole educational system as a whole must be reconsidered. CATV as such is not specifically treated in the Report. 124 pages.

Division of Educational Technology, National Education Association. Schools and Cable Television. Washington, D.C.: National Education Association, 1971.

Widely acknowledged as the most comprehensive publication yet available on school use of CATV. Includes bibliography, sample franchise contracts, a case study, and essays on cost considerations and methods of obtaining CATV channels for school use.

Doan, Richard K. "The Doan Report," TV GUIDE, October 9, 1971, p. A-1.

Report on NASA-HEW plan for direct satellite-to-home educational TV transmission, with Federation of Rocky Mountain States. Nine-month experiment is planned to begin in June 1973. Receiving antennas would be located at 350 colleges, schools, and community centers plus 150 homes. Later reports have stressed that the plan is still highly tentative.

"Editorial: ETV/ITV's Responsibility to CATV," Educational Television III (July, 1971), 4.

An editorial admonishing television educators to establish "that they can make practicable plans for the use of the channel capacity they desire, and that this use will be financially viable and educationally effective." A phased plan for the specific use of CATV channel capacity is seen as a prerequisite to obtaining--and properly using--such a capability.

EDSAT Program. The Educational and Social Use of Communications Satellites: A Bibliography. Madison, Wis.: EDSAT Program, May, 1970.

A computer-processed bibliography of over 150 references on noncommercial applications of satellites. Scope is international; includes documents of conferences as well as journal articles.

_____. Teleconferencing: A Bibliography. Madison, Wis.: EDSAT Center, February, 1971.

Includes over 150 varied documents on the subject of real-time, two-way audio communication--with or without visual accompaniment.

Harley, William G. A Statement on Educational Broadcasting and New Communication Technology. A paper presented to the Executive Committee of the Executive Board of Directors of the National Association of Educational Broadcasters (NAEB), Washington, D.C., May 3, 1971. Washington, D.C.: NAEB, 1971. (Mimeographed.)

A major statement by NAEB's president, in which he calls upon educational broadcasters to "expand their broadcasting stations into public telecommunications centers." This new orientation reflects NAEB's interest in encompassing CATV and the new video cassette systems.

Hill, Roger W. "Educational Considerations of CATV, Cablecasting and Telecommunications," Educational/Instructional Broadcasting II (November, 1969), 57-58, 70.

SCOPE's Director of Educational Communications urges educators to take advantage of the availability of local CATV systems as carriers of instructional programming. Suggests strategies and supplies a sample set of "educational provisos" to be included in local CATV contracts.

Kenney, Brigitte L. and Norwood, Frank W. "CATV: Visual Library Service," American Libraries, July/August, 1971, 723-726.

Describes the general types of services which CATV might make available to public libraries, and outlines steps to be taken in gaining access to channel capacity.

Klasek, Charles B. "Cable TV--Are You Wired In?" Audiovisual Instruction XVI (June-July, 1971), 54-55.

A report on the CATV session of the 1971 convention of the Association for Educational Communications and Technology (AECT). Several speakers presented current data and case studies of school use of CATV channels. Several others participated in small group question-and-answer discussions.

Lewis, William C. Through Cable to Classroom...A Guide to ITV Distribution Systems. Washington, D.C.: National Education Association, 1967.

A practical handbook on the design, costing, and installation of television wiring in school buildings. Orginially directed toward reception of broadcast TV, the basic principles would also apply to reception of cable transmissions.

Martin, Howard S. "Educational/Instructional Programming for CATV," Educational/Instructional Broadcasting IV (May, 1971), 28.

A mail questionnaire survey of subscribers to one Southern California CATV system suggested significant interest in seeing student-made films, children's educational shows, and discussion of local issues. Such might be supplied by educational broadcasters.

Martin-Vegue, C.A., Jr., and others. "Technical and Economic Factors in University Instructional Television Systems," Proceedings of the IEEE LIX (June, 1971), 946-953.

Compares costs and technical characteristics of UNF/VHF, CATV, video tape, microwave, ITFS, satellites, and other configurations of video transmission.

Mikes, Donald F. "Some Cost Considerations in Planning for CATV," in Schools and Cable Television by the Division of Educational Technology, National Education Association, Washington, D.C.: the Association, 1971. Pp. 23-33.

Provides cost guidelines for the various subsystems involved in equipping schools to produce and/or receive instructional programs via cable.

Morgan, Robert P., and Rosenbaum, Fred J. "Satellites, Media, and Education: An Interdisciplinary University Program Relating Technology to Societal Needs," Proceedings of the IEEE LIX (June, 1971), 1001-1003.

Describes Washington University's "interdisciplinary research and education program which is examining the potential and problems associated with the use of communication satellites to help meet educational needs in the United States."

Murphy, Judith, and Gross, Ronald. Learning by Television. New York: Fund for the Advancement of Education, 1966.

A general review of the status and trends in educational applications of television; includes several references to CATV applications.

Perraton, H. D., Wade, D. A. L., and Fox, J. W. R. Linking Universities by Technology. Cambridge, England: National Extension College, 1969.

Reports on nine exchange-of-information experiments conducted at British universities in 1967-68. The aim was to determine what academic needs might be met by cooperation and what types of technology were useful for exchanging information. Live telephone interconnections and exchanges of audio and video recordings receive particular attention. 83 pages.

Pettit, Joseph M., and Grace, Donald J. "The Stanford Instructional Television Network," IEEE Spectrum, May, 1970, pp. 73-80.

Describes the ITFS system employed by Stanford University to transmit continuing education programs in engineering to on-the-job graduate students at 25 different locations. At present, live talkback from students is achieved through telephone lines (eventually the ITFS system will also carry talkback).

Reuben, Gabriel H. "Using Cable Television To Involve Parents," Educational Television II (January 1970), 24-26.

Describes use of CATV facilities in Willingboro, N.J., to transmit public relations programs to parents and taxpayers.

Ryan, Paul. "The Raw and the Overcooked: Cable Television and the Schools," Media and Methods VI (October, 1969), 48-50.

A McLuhanesque interpretation of CATV: "The role of a cable system is to increase the community's awareness of their existing cultural system thereby giving them more control over its development." Emphasizes random access, local production, self-analysis.

Schwartz, Louis, and Woods, Robert A. "Dollars for Education in CATV," Educational Broadcasting Review IV (June, 1970), 7-16.

Two attorneys examine ways in which educational institutions can use CATV as a financial resource: (1) by operating CATV systems, (2) as partners in operation, (3) as program suppliers, and (4) as advisors or agents for franchising entities. Includes discussion of the economics of CATV operation and the restrictions impinging on non-profit organizations.

Smith, Delbert D. "Educational Satellite Telecommunication: The Challenge of a New Technology," Bulletin of the Atomic Scientists, April, 1971, pp. 14-18.

Description of the rationale, goals, and research directions of the Educational Satellite Center (EDSAT) of the University of Wisconsin.

Stetten, Kenneth J. Interactive Television Software for CATV. A paper presented at the Children's Television Workshop Planning Conference, Suffern, N. Y., April 23-24, 1971.

Lists the educational and social functions which could be served by an interactive CATV system. Describes TICCET, the Mitre Corporation's experimental computer-controlled system for transmitting data economically via CATV.

_____. Interactive Television Software for Cable Television Application. Washington, D.C.: the Mitre Corporation, June, 1971.

Introduces Mitre's TICCIT system for transmitting separate information to 600 separate TV sets via a single CATV channel. Describes the social services which might be provided through such a system operating on a two-way interactive basis.

Stevens, Robert R. "The Vincennes Project: A Study in ETV-CATV Relationships," Educational Television III (July 1971), 12-14.

Report on Vincennes University's ETV station, which is operated on the profits derived from the two local CATV systems owned by the University.

Surpin, Shelley. "The 'Fluid' University, 1996," College & University Business LI (September, 1971), 8-10.

A look at the university of the future, the structure of which is shaped by the emerging communications technologies. Video cassettes and CATV are seen as the major revolutionizing forces.

"TV Education Role Gains World Interest," Aviation Week and Space Technology, August 23, 1971, pp. 70-74.

Describes several projects planned by nations and multinational consortia for the use of satellites in mass education. Australia, Brazil, India, the Arab States, the Andean countries, and the United States have each undertaken studies of the feasibility of broadcasting televised instruction via satellites. Target dates tend toward the mid-to late-1970's.

Vail, C.R. and Bush, S.A. "Talkback TV at Southern Methodist University: Four Years of Experience," Proceedings of the IEEE LIX (June, 1971), 954-959.

A microwave transmission system is used to connect the SMU Institute of Technology with groups of students in 70 off-campus receiving classrooms.

Vento, Charles J. "Making the Most of CATV," Educational Television III (July, 1971), 9-10.

Lists specific educational uses of CATV. Emphasizes the distinction between reservation of educational channels and achievement of access to cable capacity.

Volk, John. The Reston, Virginia Test of the Mitre Corporation's Interactive Television System. Washington, D. C.: the Mitre Corporation, May, 1971.

A technical description and account of the TICCIT (time-shared, interactive, computer-controlled, information television) system tested by Mitre in the CATV system of the "new town," Reston. It can supply up to 600 separate information displays simultaneously on one cable channel. The user interacts with the information by touch-tone telephone.

"What Every Educational Media Specialist Ought to Know about CATV," Audio-Visual Instruction, XIV (October, 1969), 68-70, 75.

Alerts audiovisual personnel to the steps to be taken to assure that schools and colleges may have access to local CATV channels.

Zigerell, James J. "Universities Without Walls and With No Illusions," Educational Television III (October 1971), 17-18 and 26.

Notes the surge of interest in colleges-of-the-air and comments on some possible pitfalls in light of the author's fifteen years experience with Chicago's TV College.

IV. CATV AND SOCIO-CULTURAL CONCERNS

Baran, Paul. "On the Impact of the New Communications Media Upon Social Values," Law and Contemporary Problems XXXIV (Spring, 1969), 244-254.

A "futurist" looks beyond the messages carried by the mass media to access social trends which may be fostered by the new media techniques themselves. Considers their effects on national cohesion, employment patterns, the role of schools, and altered person-to-person contacts.

Boorstin, Daniel J. "Television: More Deeply Than We Suspect, It Has Changed All of Us," Life, September, 1971, pp. 36-39.

A commentary on the extent to which the existing television system has fostered separateness: segregation from one another, segregation from the source, segregation from the past, and segregation from reality.

Committee on Telecommunications, National Academy of Engineering. Communications Technology for Urban Improvement. A report to the Department of Housing and Urban Development. Washington, D. C.: the Academy, June, 1971.

Report of a 16-month study jointly sponsored by six federal agencies. Examines the potential of broadband communications networks (CATV) as well as other communications systems for improving the quality of health, education, transportation, and municipal services for urban residents. The twelve page "Education" section focuses on two-way CATV operations. 217 pages.

"Community Cable TV and You." Special issue of Challenge for Change Newsletter (published by the National Film Board of Canada), No. 6, February, 1971.

Cartoon-illustrated booklet introducing the layman to the possibilities for self-expression on the CATV channels reserved for community access. Reservation of such channels is legally mandated by the Canadian Radio-Television Commission. 11 pages.

Crichton, Judy. Toward an Immodest Experiment in Cable Television: Modestly Produced. A paper prepared for the Sloan Commission on Cable Communication. New York: Alfred P. Sloan Foundation, March, 1971.

Suggests a variety of specific personal information services which could be supplied to the ghetto resident through a community oriented CATV system.

Dordick, H.S., and others. Telecommunications in Urban Development. Santa Monica, Cal.: the RAND Corporation, 1969.

A major exploratory study of how radio, TV, and cable technology might be used to improve the lives of ghetto residents. A pilot survey was conducted of the utilization of existing channels of communication in Los Angeles and New Orleans. Recommends a pilot project for televised instruction and service programs for the urban ghetto, to be based on a four-channel wired system. 170 pages.

Feldman, N. E. Cable Television: Opportunities and Problems in Local Program Origination. A report prepared for the Ford Foundation. Santa Monica, Cal.: the RAND Corporation, September, 1970.

Case studies of local program origination in Canada, Dale City, Virginia, and Lakewood, Ohio. Analyzes factors associated with successes and failures in local origination.

Foundation 70. The Third Wire: Cable Communications Enters the City. Newton, Mass.: Foundation 70, March, 1971.

Prepared for internal use within the Educational Development Center, Inc., it serves as a primer on the potentials of CATV in an urban community. Takes a strong stand in favor of local production to serve "natural communities" and the need for two-way, responsive systems. 22 pages.

Goldhamer, Herbert, ed. The Social Effects of Communication Technology. A report prepared for the Russell Sage Foundation. Santa Monica, Cal.: the RAND Corp., May, 1970.

Reviews the principal technological developments underlying the "communications revolution," including transistors, computers, satellites, and CATV. Discusses some of the anticipated effects on business, education, politics, marketing, and security. Poses policy questions raised by such trends. 31 pages.

Greenberg, Bradley S., and Dervin, Brenda. Use of the Mass Media by the Urban Poor. New York: Praeger, 1970.

Findings of three research projects on the uses, functions, and effects of mass media among urban disadvantaged children and adults. Detailed annotated bibliography of related research. 255 pages.

Johnson, Nicholas. How to Talk Back to Your Television Set. Boston: Little, Brown, 1967.

A series of essays by the most controversial commissioner of the FCC. Critical of the programming and institutional structure of television. One chapter examines the "promise and peril" of CATV. 228 pages.

Leonard, Eugene and others. "MINERVA: A Participatory Technology System," Bulletin of the Atomic Scientists, November, 1971, pp. 4-12.

Staff members of the Center for Policy Research describe a proposed system of social communication allowing interaction among geographically dispersed groups of citizens. The MINERVA system is seen as an antidote to the alienating tendencies of contemporary society. Four stages of development are outlined; the final stage would be based on a national network of CATV systems allowing each individual to vote and participate in discussion in a "town meeting" format. The authors emphasize the need for legislation which would reserve one-third of CATV capacity for such non-commercial applications.

Mayer, Martin. Cable and the Arts. A paper prepared for the Sloan Commission on Cable Communication. New York: Alfred P. Sloan Foundation, March, 1971.

A pessimistic examination of alternatives for financing "the Arts" on CATV. Pay TV, advertiser support, and subsidization by the cable operator all have serious limitations as means of paying the high costs of producing artistic performances.

The Media Project, Urban Planning Aid, Inc. Community Television for Boston? Cambridge, Mass.: Urban Planning Aid, Inc., 1971

A cartoon-illustrated booklet intended to raise the consciousness of private citizens and community groups regarding the advent of CATV in Boston.

Paskal, Tom. "Which Side Has the Power?" Radical Software, Number 4 (Summer, 1971), Canada 2-3.

A brief, blunt challenge to the prevailing view that full development of CATV will offer millenial benefits to society. Foresees a great potential for invasion of privacy and hucksterism, habituating an increasingly passive audience to consumption of "a cornicopia of consumer software."

Pemberton, John de J., Jr. Foreseeable Problems in a System of Maximum Access. A paper prepared for the Sloan Commission on Cable Communication. New York: Alfred P. Sloan Foundation, May, 1971.

Attempts to anticipate social problems which might arise in a CATV system affording maximum access to the means of transmission (i.e., some form of common carrier status), and the policy options available for dealing with them.

Price, Monroe E. Content on Cable: The Nascent Experience. A paper prepared for the Sloan Commission on Cable Communication. New York: Alfred P. Sloan Foundation, September, 1970.

An overview, citing existing examples of various alternative approaches to the control of access and provision of content for CATV. A wide-ranging and insightful analysis. 48 pages.

Rosenkrantz, Samuel. "Commercials or Community," in Television Today: The End of Communication and the Death of Community edited by Ralph L. Stavins. Washington, D.C.: Communication Service Corp., 1971. Pp. 41-45.

Charges that commercial television aggravates some basic American social problems, primarily because it encourages "hyperactive consumption" as a substitute for positive participation in society.

Roud, Richard. Cable Television and the Arts. A paper prepared for the Sloan Commission on Cable Communication. New York: Alfred P. Sloan Foundation, March, 1971.

Sets forth four categories of programs related to "the Arts," describes their relationships to CATV , and calls for some balance among these categories in the repertoire of future cable systems.

Shamberg, Michael. Guerrilla Television. New York: Holt, Rinehart, Winston, 1971.

A book-length exploration into the meaning of the new medium of portable video tape recording, by a member of Raindance Corporation and one of the publishers of Radical Software. The book is divided into two sections: the "Meta-Manual" chapters deal with social issues spawned by television and the information economy in general; the "manual" section examines possible uses of portable video tape recording as an evolutionary alternative to broadcast television; the viewpoint is that "portable video is TV's offset printing, the result of a techno-evolutionary trend toward decentralization and high access." Video cassettes and cable television are seen as promising extensions of the portable video medium but also prone to exploitation by advertising-marketing interests. 108 pages.

Sklover, Thea. "Have You Placed Your Bid?" Radical Software, Number 4 (Summer, 1971), 22.

The director of Open Channel, an organization dedicated to facilitating public access to CATV in New York City, explains the steps which must be taken to assure that all elements of the community have meaningful access to "air time" on the cable.

Stavins, Ralph L., ed., The Institute for Policy Studies. Television Today: The End of Communication and the Death of Community. Washington, D. C.: Communication Service Corp., 1971.

Built around a research study by the Institute for Policy Studies into television's responsiveness to the black community. The study's findings are preceded by five diverse theoretical essays on the relationship of commercial television to its audiences.

"Television as Town Meeting," Challenge for Change Newsletter (published by the National Film Board of Canada), No. 5, Autumn, 1970, pp. 6-8.

Presents a rationale for the use of the "community access" channel as a tool for participatory democracy. Includes excerpts from a CBC brief outlining the institutional structure required to implement such a plan in Canada. A basic element would be a "Charter Board," a local coordinating committee representing community interests.